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# USD Seminar on Effective Negotiating October 16

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# NEWS RELEASE

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FOR IMMEDIATE RELEASE

## USD SEMINAR ON EFFECTIVE NEGOTIATING OCTOBER 16

Effective negotiation strategies will be explored at the third University of San Diego UPDATE Breakfast Seminar to be held on Friday, October 16 at the Executive Hotel, downtown San Diego.

Dr. Gary Whitney, USD Assistant Professor of Management, will lead the seminar, "Before you Negotiate," which will examine the diagnosis and selection of the most effective tactics for successful negotiating.

Registration for an UPDATE seminar is \$15; for information call 293-4585. USD's UPDATE series continues through November 20 and is a series of business seminars sponsored by USD's Schools of Business Administration and Continuing Education.

According to Dr. Whitney, "Negotiation outcomes are largely determined before the first face-to-face meeting and adequate preparation is the key to positive results. "Before You Negotiate" is designed for anyone who is negotiating--whether they are buying and selling companies or negotiating promotions and raises in their own careers."

A USD faculty member since 1980, Dr. Whitney previously taught behavior, management, and business policy at Washington State University in Pullman. In addition, Whitney has taught at the University of Washington and the University of Puget Sound and has six years experience as a business consultant.

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